

CONTRACT



WHNS-TV
Meredith Corporation
Fed ID 42-0410230
21 Interstate Court
Greenville, SC 29615
(864)288-2100

www.foxcarolina.com

And:

Innovative Advertising LLC
4250 Highway 22 Suite 7
Manderville, LA 70471
USA

Contract / Revision 500334 /		Alt Order #
Product SD50 Campaign III		
Contract Dates 10/28/12 - 11/06/12	Estimate # 1030	
Advertiser Jim Davis SD50		Original Date / Revision 10/26/12 / 11/02/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WHNS	Account Executive Sales Local	Sales Office Local-WHNS
Special Handling		
Demographic Adults 35+		
		Total Ratings 78.20
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	WHNS	10/29/12	11/06/12	M-F 10-11a	M-F 10-11a		:30				NM	6	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$25.00	0.50			
		Week: 11/05/12	11/11/12	MT-----				1	\$25.00	0.50			
N 2	WHNS	11/05/12	11/05/12	Monday 8-9p	Mon 8-9p		:30				NM	1	\$940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$940.00	7.40			
N 3	WHNS	10/31/12	10/31/12	X-Factor	Wed 8-10p		:30				NM	1	\$1,235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----				1	\$1,235.00	11.40			
N 4	WHNS	10/28/12	11/04/12	Fox News Sunday	Su 11-12p		:30				NM	2	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S				1	\$95.00	1.60			
		Week: 10/29/12	11/04/12	-----S				1	\$95.00	1.60			
N 5	WHNS	10/30/12	10/30/12	Tue 9-10p	Tue 9-10p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----				1	\$700.00	2.80			
N 6	WHNS	11/02/12	11/02/12	Fri 8-10p	Fri 8-10p		:30				NM	1	\$645.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--				1	\$645.00	3.80			
N 7	WHNS	10/29/12	11/04/12	M-Su Prime Rotator	M-Sa 8-10p/Su 7-1		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTFSS				1	\$550.00	3.50			
N 8	WHNS	10/28/12	11/04/12	NFL Pre-Game Show	12-430p		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S				1	\$450.00	1.60			
		Week: 10/29/12	11/04/12	-----S				1	\$450.00	1.60			
N 9	WHNS	10/28/12	11/04/12	Panthers Early Game	1-4p		:30				NM	2	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S				1	\$1,275.00	5.30			
		Week: 10/29/12	11/04/12	-----S				1	\$1,275.00	5.30			
N 10	WHNS	10/28/12	10/28/12	Non Panthers late	358-730p		:30				NM	1	\$2,500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$2,500.00	7.30			
N 11	WHNS	11/01/12	11/02/12	M-F 9-10a	M-F 9-10a		:30				NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--				2	\$115.00	0.30			
N 12	WHNS	11/01/12	11/05/12	M-F 11a-1130a	M-F 11a-1130a		:30				NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--				2	\$40.00	0.00			
Week:		11/05/12	11/11/12	M-----				1	\$40.00	0.00			
N 13	WHNS	11/05/12	11/05/12	Monday 8-9p	Mon 8-9p		:30				NM	1	\$1,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,240.00	5.60			
N 14	WHNS	11/01/12	11/01/12	Thu 8-10p	Thu 8-10p		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$1,400.00	7.90			
N 15	WHNS	11/01/12	11/01/12	Thu 8-10p	Thu 8-10p		:30				NM	1	\$1,235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$1,235.00	7.90			
N 16	WHNS	11/04/12	11/04/12	Panthers Early Game	1-4p		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$2,500.00	0.00			
N 17	WHNS	10/29/12	10/29/12	X-Factor	Mon 8-10p		:30				NM	1	\$940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$940.00	0.00			
Totals										78.20		28	\$18,025.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	4	\$4,320.00	\$3,672.00
10/29/12 - 11/06/12	24	\$13,705.00	\$11,649.25
Totals	28	\$18,025.00	\$15,321.25

Signature: _____ **Date:** _____

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